



# PRESS RELEASE



## NATIONAL AGRICULTURAL STATISTICS SERVICE

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## USDA Releases Results of First Local Food Marketing Practices Survey Oregon and Washington Highlights

In 2015, Oregon and Washington farmers produced and sold \$264 million of edible food commodities directly to consumers, retailers, institutions, and a variety of local food intermediaries such as distributors and wholesalers that market and sell locally branded products.

Oregon, with \$114 million in direct farm sales, ranked 18<sup>th</sup> out of the published States, accounting for 1 percent of all direct farm sales nationally. Fresh food sales constituted 62 percent, or \$71.0 million of total Oregon direct farm sales. Value-added sales, such as bottled milk, cheese, meat, jam, etc., accounted for the other 38 percent, or \$43.5 million of total Oregon direct farm sales. Direct-to-consumer sales, including farmer's markets, CSAs, and roadside stands, amounted to \$53.2 million. Forty-six percent of Oregon farmers involved in direct sales were female, compared to 38 percent nationally. Forty-nine percent of Oregon farms with direct sales had been in the business over 20 years, versus just 27 percent nationally.

Washington, with \$150 million in direct farm sales, ranked 14<sup>th</sup> out of all States, accounting for 2 percent of all direct farm sales nationally. Fresh food sales constituted 56 percent, or \$84.6 million of total Washington direct farm sales. Value-added sales, such as bottled milk, cheese, meat, jam, etc., accounted for the other 44 percent, or \$65.3 million of total Washington direct farm sales. Direct-to-consumer sales, including farmer's markets, CSAs, and roadside stands, amounted to \$71.2 million. Forty percent of Washington farmers involved in direct sales were female, compared to 38 percent nationally. Forty-one percent of Washington farms with direct sales were new to the business, having operated less than 5 years, versus 24 percent nationally.

## Number of Operations and Commodity Sales, by Category — Oregon, Washington and United States: 2015

[Includes only commodities directly marketed for human consumption]

State and category	Number of Operations	Sales
	(number)	(1,000 dollars)
Oregon		
Commodities marketed excluding value-added products .....	2,805	70,981
All commodities marketed .....	5,227	114,463
Washington		
Commodities marketed excluding value-added products .....	2,275	84,603
All commodities marketed .....	5,341	149,873
United States		
Commodities marketed excluding value-added products .....	81,075	4,831,673
All commodities marketed .....	167,009	8,747,222

## Direct Farm Sales, by Type of Buyer — Oregon, Washington and United States: 2015

[Includes only commodities directly marketed for human consumption]

State and buyer category	Sales	Percent of total sales
	(1,000 dollars)	(percent)
Oregon		
Consumer sales .....	53,175	46
Retailer, institution, and local intermediary sales .....	61,288	54
Total sales .....	114,463	100
Washington		
Consumer sales .....	71,227	48
Retailer, institution, and local intermediary sales .....	78,645	52
Total sales .....	149,873	100
United States		
Consumer sales .....	3,026,677	35
Retailer, institution, and local intermediary sales .....	5,720,545	65
Total sales .....	8,747,222	100

## Number of Operations Producing and Selling Commodities Directly to Consumers — Oregon, Washington and United States: 2015

[Includes only commodities directly marketed for human consumption]

State	Years producing and selling commodities				
	Less than 5 years	6 to 10 years	11 to 20 years	21 or more years	Total
	(operations)	(operations)	(operations)	(operations)	(operations)
Oregon.....	355	711	1,110	2,076	4,252
Washington.....	1,759	521	867	1,126	4,273
United States .....	27,609	27,612	28,322	31,258	114,801

## Direct Sales to Consumers, by Marketing Practice — United States: 2015

[Includes only commodities directly marketed for human consumption]

Marketing practice	Number of Operations <sup>2</sup>	Direct sales	
		Value of sales	Percent of total
	(operations)	(million dollars)	(percent)
On-farm store.....	51,422	1,322	44
Farmer's market.....	41,156	711	23
Roadside stand away from farm.....	14,959	236	8
Community-supported agriculture (CSA) .....	7,398	226	7
Online .....	9,460	172	6
Other <sup>1</sup> .....	39,765	360	12
Total sales .....	114,801	3,027	100

<sup>1</sup> Includes pick-your-own, mobile market, and other miscellaneous marketing practices.

<sup>2</sup> Categories do not sum to total because an operation may utilize multiple marketing practices.

## About the Survey

The 2015 Local Food Marketing Practices Survey was designed to collect data related to the marketing of foods directly from farm producers to consumers or retailers who then sell directly to consumers. The primary purpose of the Local Food Marketing Practices Survey was to produce benchmark statistics on the number of farms that market food directly, the value of these direct sales, and the marketing practices used in conjunction with direct sales. The survey was administered in all 50 states.

## More information available at:

[www.agcensus.usda.gov](http://www.agcensus.usda.gov)

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